



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser Crossroads GPS (13649)
Agency/T-Code Mentzer Media Services, Inc. (3427)/833926
Buyer CLOYD, ELISE
Salesperson Telerep/Washington DC, Washington DC (1040)
ph: (555) 555-5555
Product Political - Issue (1068)
Brand 1954 CROSSROADS GPS (135670)
Acct Types National/Political
Est/Headline 1954/06289682
Demo
Revision
Comments CROSSROADS GPS
CROSSROADS GPS

Invoice 635700
Inv Date 9/30/2012
Terms Net 30
Contract 328001
Bill Type Standard
Period 8/27/2012 - 9/30/2012

CO-OP/Order Type No/Normal
Package
Gen. Date 10/1/2012 4:51:20PM

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21286

AgM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
18.0	Spot	7:00:00AM- 9:00:00	Day,M-1,Tu-1,W-1	08/27/12 8:48AM (Mo)	00:30	FLSNTV01GPH	\$2300.00	
18.0	Spot	7:00:00AM- 9:00:00	Day,M-1,Tu-1,W-1	08/28/12 8:30AM (Tu)	00:30	FLSNTV01GPH	\$2300.00	
18.0	Spot	7:00:00AM- 9:00:00	Day,M-1,Tu-1,W-1	08/29/12 7:29AM (We)	00:30	FLSNTV01GPH	\$2300.00	
19.0	Spot	11:00:00AM-12:00:00	Day,M-1,Tu-1,W-1	08/27/12 11:46AM (Mo)	00:30	FLSNTV01GPH	\$1200.00	
19.0	Spot	11:00:00AM-12:00:00	Day,M-1,Tu-1,W-1	08/28/12 10:59AM (Tu)	00:30	FLSNTV01GPH	\$1200.00	
19.0	Spot	11:00:00AM-12:00:00	Day,M-1,Tu-1,W-1	08/29/12 11:34AM (We)	00:30	FLSNTV01GPH	\$1200.00	
20.0	Spot	12:00:00PM- 1:00:00	Day,M-2,Tu-2,W-2	08/27/12 12:12PM (Mo)	00:30	FLSNTV01GPH	\$1000.00	
20.0	Spot	12:00:00PM- 1:00:00	Day,M-2,Tu-2,W-2	08/27/12 12:51PM (Mo)	00:30	FLSNTV01GPH	\$1000.00	
20.0	Spot	12:00:00PM- 1:00:00	Day,M-2,Tu-2,W-2	08/28/12 12:23PM (Tu)	00:30	FLSNTV01GPH	\$1000.00	
20.0	Spot	12:00:00PM- 1:00:00	Day,M-2,Tu-2,W-2	08/28/12 12:50PM (Tu)	00:30	FLSNTV01GPH	\$1000.00	
20.0	Spot	12:00:00PM- 1:00:00	Day,M-2,Tu-2,W-2	08/29/12 12:42PM (We)	00:30	FLSNTV01GPH	\$1000.00	
20.0	Spot	12:00:00PM- 1:00:00	Day,M-2,Tu-2,W-2	08/29/12 12:59PM (We)	00:30	FLSNTV01GPH	\$1000.00	
21.0	Spot	5:00:00PM- 6:00:00	Day,M-1,Tu-1,W-1	08/27/12 5:57PM (Mo)	00:30	FLSNTV01GPH	\$2500.00	
21.0	Spot	5:00:00PM- 6:00:00	Day,M-1,Tu-1,W-1	08/28/12 5:53PM (Tu)	00:30	FLSNTV01GPH	\$2500.00	
21.0	Spot	5:00:00PM- 6:00:00	Day,M-1,Tu-1,W-1	08/29/12 5:22PM (We)	00:30	FLSNTV01GPH	\$2500.00	
22.0	Spot	6:00:00PM- 6:30:00	Day,M-1,Tu-1,W-1	08/27/12 6:13PM (Mo)	00:30	FLSNTV01GPH	\$3500.00	
22.0	Spot	6:00:00PM- 6:30:00	Day,M-1,Tu-1,W-1	08/28/12 6:13PM (Tu)	00:30	FLSNTV01GPH	\$3500.00	
22.0	Spot	6:00:00PM- 6:30:00	Day,M-1,Tu-1,W-1	08/29/12 6:14PM (We)	00:30	FLSNTV01GPH	\$3500.00	
23.0	Spot	7:00:00PM- 7:30:00	Day,M-1,Tu-2,W-1	08/27/12 7:25PM (Mo)	00:30	FLSNTV01GPH	\$4200.00	
23.0	Spot	7:00:00PM- 7:30:00	Day,M-1,Tu-2,W-1	08/28/12 6:59PM (Tu)	00:30	FLSNTV01GPH	\$4200.00	
23.0	Spot	7:00:00PM- 7:30:00	Day,M-1,Tu-2,W-1	08/28/12 7:13PM (Tu)	00:30	FLSNTV01GPH	\$4200.00	
23.0	Spot	7:00:00PM- 7:30:00	Day,M-1,Tu-2,W-1	08/29/12 7:18PM (We)	00:30	FLSNTV01GPH	\$4200.00	
24.0	Spot	7:30:00PM- 8:00:00	Day,M-1,Tu-1,W-1	08/27/12 7:53PM (Mo)	00:30	FLSNTV01GPH	\$4200.00	
24.0	Spot	7:30:00PM- 8:00:00	Day,M-1,Tu-1,W-1	08/28/12 7:47PM (Tu)	00:30	FLSNTV01GPH	\$4200.00	
24.0	Spot	7:30:00PM- 8:00:00	Day,M-1,Tu-1,W-1	08/29/12 7:30PM (We)	00:30	FLSNTV01GPH	\$4200.00	
25.0	Spot	11:35:00PM-12:05:00	Day,M-1,Tu-1,W-1	08/27/12 11:55PM (Mo)	00:30	FLSNTV01GPH	\$2250.00	
25.0	Spot	11:35:00PM-12:05:00	Day,M-1,Tu-1,W-1	08/28/12 12:04AM (Tu)	00:30	FLSNTV01GPH	\$2250.00	
25.0	Spot	11:35:00PM-12:05:00	Day,M-1,Tu-1,W-1	08/29/12 12:05AM (We)	00:30	FLSNTV01GPH	\$2250.00	
26.0	Spot	11:00:00PM-11:35:00	Day,M-2,Tu-2,W-2	08/27/12 11:13PM (Mo)	00:30	FLSNTV01GPH	\$2250.00	
26.0	Spot	11:00:00PM-11:35:00	Day,M-2,Tu-2,W-2	08/27/12 11:28PM (Mo)	00:30	FLSNTV01GPH	\$2250.00	
26.0	Spot	11:00:00PM-11:35:00	Day,M-2,Tu-2,W-2	08/28/12 11:16PM (Tu)	00:30	FLSNTV01GPH	\$2250.00	
26.0	Spot	11:00:00PM-11:35:00	Day,M-2,Tu-2,W-2	08/28/12 11:36PM (Tu)	00:30	FLSNTV01GPH	\$2250.00	
26.0	Spot	11:00:00PM-11:35:00	Day,M-2,Tu-2,W-2	08/29/12 11:20PM (We)	00:30	FLSNTV01GPH	\$2250.00	
26.0	Spot	11:00:00PM-11:35:00	Day,M-2,Tu-2,W-2	08/29/12 11:40PM (We)	00:30	FLSNTV01GPH	\$2250.00	
27.0	Spot	8:00:00PM-10:00:00	Day,M-2	08/27/12 8:21PM (Mo)	00:30	FLSNTV01GPH	\$7500.00	
27.0	Spot	8:00:00PM-10:00:00	Day,M-2	08/27/12 9:20PM (Mo)	00:30	FLSNTV01GPH	\$7500.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$99,150.00
Commission	(\$14,872.50)
Net Total	\$84,277.50

Total Spots 36

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.